



Impact of Social Identity on Women Entrepreneurial Intention/ Behavior: Mediating Role of Attitude Towards Behavior and Moderating Role of Personal Network

Jamila Khurshid, Assistant professor department of Business administration University of Poonch Rawalakot Azad Jammu & Kashmir.

Nabila Khurshid, Assistant professor department of Economics COMSATS University Islamabad.

Muhammad Ishfaq Khan, Assistant professor Capital University of science and technology Islamabad

Abstract- In this study, researcher incorporates the concept of social identity into entrepreneurship and analysis whether social identity of the women impact on their decision to become an entrepreneur and socialized their or not. This cross-sectional study was conducted through research questionnaire survey by adopting valid instruments. To this tenacity, the relevant data collected from 895 respondents 'those were female students. The reliability test applied preceded by Pearson correlation test for significant association among variables. The hierarchical regression analysis (bootstrap) applied to test the impact of factors on women entrepreneurial intentions that leads to their behavior using SPSS- 20. The result showed that women with social identity scored higher on women entrepreneurial intention. As a moderator personal network positively influence on women entrepreneurial intention. Moreover, results suggest significant direct and indirect effects of social identity through the mediating variable, attitudes towards behavior and dependent variable women entrepreneurial intention. The findings of this study will contribute to the corporate body of knowledge and be useful to regulators and policy makers to encourage and enhance the business intention of women, enabling them to contribute their expected role in Pakistan

Keywords: Social Identity, Attitude Towards Behavior, Women Entrepreneurial Intention/ Behavior, and Personal Network.

I. INTRODUCTION

Throughout the past century, women have emerged as key players in the field of entrepreneurship. But still, in many cultures the responsibility of women is having children and supporting the family largely. (Post, Frederick Lawrence & Weber, 1996). Women are being marginalized by the male-controlled culture that assigns roles at home "given by God" mother and wife (Jalbert, 2000). They are responsible for the upbringing and care of children and the welfare and well being of their children and husbands. Women have been bound by the norms, beliefs and traditional values that have secondary status within their societies compared to men (De Groot, 2001).

In all societies, women often play an energetic role in economic development, but unfortunately in Pakistan women is more depressed segment. They have little opportunity to develop. Now it is the requirement of time that these women should be given importance in all aspects of life, especially in entrepreneurship.

Many researchers (Rahma & Farhana, 2014; Esuh & Najafi 2014; Hasni et al 2012; McClelland et al., 2005; Ahmed et al., 2010) have worked on motivational factors, personal, structural, socio-cultural and environmental, but psychological measures used in this study are ignored in research yet, that is, very little is known about the psychological factors that determine the entrepreneurial spirit of women.

Thus, the scenario in Pakistan requires a scientific research of psychological factors associated with women. In addition, it is necessary to develop a system based on a psychological construct intended to measure and entrepreneurial behavior of Pakistani women.

A lot of research on what motivates women to become an entrepreneur, taking into account the environments of existing organizations that support or hinder women entrepreneurial intentions. The role of social identity in explaining is underdeveloped (Saravathy, 2008). Consistent with the theory of identity and intention, behavior would be considered as a result of deliberate and pragmatic decisions. A key function of identity is to lead the people's thoughts and behavior. (Goffman, 1959; Mead, 1934; Thoits, 1986). This study highlights the need to further investigate the relationship between social identity and

women entrepreneurial intention. In recent years, studies in the field of entrepreneurship have begun to include students from universities to predict their future entrepreneurship intention (Temurlenk and Basar 2008; Ellen, 2010; bottoms & Bal, 2012).

This study aims to develop and empirically test an expansion of women entrepreneurial intention model. The study investigates the relationship between social identity constructions to determine whether students will become entrepreneurs in the future or not. The study defines the impact of the social identity on attitude towards behavior-mediated influence on women entrepreneurial intentions. According to Sarasvathy (2008), the entrepreneurial process begins with social identity or identity.

This study is extended to the literature through research of business intentions to develop and test a complete model of women's business intentions and shows that there is relationship between social identity and role of women entrepreneurial intentions mediation attitude toward the behavior (Biddle, Bank, & Slavings, 1987; Charng, Piliavin, & Callero, 1988; Eagly & Chaiken, 1993; Sparks & Guthrie, 1998). Akerlof and Kranton (2000) presented the idea of social identity; they explored that individuals acquire an additional utility of identity that matches their ideals. In the end, this may describe the motivation nonmonetary occupational choices ranging from what would be best for performer in a rational economic model standard.

II. LITERATURE REVIEW

The concept of identity by Akerlof and Kranton (2000), This study choose entrepreneurship as a platform and argues that social identity is an important part in explaining the intention to play women to become entrepreneurs, with subsequent effects on their cost-effective future. To investigate where social identity really comes, we begin with the current literature on women entrepreneurial intention. (Aldrich et al. 1998; Hout and Rosen 2000; Johnson 2002).

Social Identity

The concept of "identity" is a cultural, social, ethnic or personal; it is important that all women in society must have an identity because everyone is more or less extent cares about the question of their identity and position in society. Following statements highlight on personal identity of women entrepreneurs and their perception of being an entrepreneur, and entrepreneurial position in society. Roy & Manna (2014).

Falck et al, (2009) stated that one area where it is likely to give more power explanatory influence on the behavior and performance of identity in the economic environment of the company and incorporates the idea of social identity in entrepreneurship and analyzes the identity of a women and it affects their decision to become an entrepreneur.

Women are also want identification for their work as men. Identity is a set of procedures for meaningful behavioural expectation. This is an on going process involved in establishing standards related to identity management aware (Schlenker, 1987). Women finally feel weak identity of the ineffective and distraught (Osgood, Suci, Tannenbaum, 1957). According to available literature, women suffer from discrimination and overwhelmed by the home and family. Stated that to be a successful entrepreneur needs to have some masculine features in their identity, regardless of social and economic constraints (Zhang, 2006).

The identity theory predicts the relationship between attitude towards behavior and self-identity or social identity (Stryker, 1968, 1980, 1987), sees itself as a social construct rather than as a separate person psychologically. Therefore, Tajfel and Turner (1986) Said that there is a strong correlation in social identity theory and theory of planned behavior. And social identities must affect behavior. Women take part in a particular behavior if this is in accordance with the rules of the member's norms behaviorally (Terry & Hogg, 1996).

H₁. The construct social identity, influence positively and significantly women entrepreneurial behavior.

Attitude Towards Behavior as a Mediator

Allport (1935) stated or approach, as "There is a mentally prepared and nervous preparedness

condition that achieves a dynamic directive or influence on the individual's response to all the issues and conditions associated with it."

Attitude toward behaviour representation of a person or for unfavourable evaluations of specific behaviours. People develop their attitude by the beliefs they hold and this will affect the behaviour and attitudes (Ajzen, 2005). These attitudes and personal behaviour is the result of personal experiences and intentions, a person as a permanent part of your personality. These attitudes and behaviours favourable or unfavourable maybe all this is good or bad depends on the experiences of individuals Ajzen & Sheikh (2013). According to the Dick & Rallis' (1991) personal attitude and performance can such behaviour be positive and negative effects. The career choice theory that emphasizes women career attitudes, influenced by the interpretation of past experiences and their perception of the attitudes and expectations of racing "socialization" (parents, teacher and friends (Carr and Sequeira, 2007).

Previous researchers identified some factors affecting entrepreneurial intention of women. But the attitude is an important factor of them. Geissler and Zanger (2013) review suggests that a number of empirical studies that provide evidence of the relevance of the concept of a strong and reliable attitude as translator of women entrepreneurial intention and behavior.

Researchers discussed that the attitude and personality, which are closely linked because both are, expected behavior. Mental states (attitudes) are accessible to change and may be influenced by the mentors and the environment that promotes women business activities (Florin, Karri, & Rossiter, 2009).

In addition, the attitude of the individual will have an impact on behavior through intention (Schwarz et al., 2009). Certainly, attitude plays an important role in encouraging women entrepreneurial intention. Although there has been extensive research on attitude and intention, however, there has been very little debate, covering aspects of the rural community and business intention is sufficient (Norziani Dahalan et al, 2015.). Ferreira et al, (2012) observe the attitude, behavior and information about the student to move in a certain direction stimulates their expectations and can start another initiative in the near future. Several studies Kautonen et al 2011; Manalalawallbeh et al, 2015; Mai, 2016) have used the attitude toward the behavior as a mediator. Therefore, in this study attitude towards behavior will be used as mediator.

H₂. The attitude towards the behavior mediates the association between social identity and women entrepreneurial intention.

Women Entrepreneurial Intention

The concept of entrepreneurial intention is developed by Ajzen (1991, 1975, 2012) from the TPB. The concept theory of planned behavior to perform behaviors reported desire someone who is causing intermediate variable tone attitudes of other variables uncontrollable and this theory states that the intention is a function of three factors: perceived behavior control, subjective norms, the attitude towards behavior, Theory of Planned Behavior, which is part of a large family of models of intention, created mainly to explain the emergence of corporate behavior. Intentionality and mind in the future are recognized as central elements of individual creatures (Bandura, 2001). Intended to set the direction for future action and influence decisions and coordinates women and maintain their behavior. The study showed that the expectation or intention is a strong indicator of behavior (Armitage & Conner, 2001). Entrepreneurial objective is characterized as the cognitive perspective, which coordinates consideration towards a target, for example, starting another business (Krueger & Carsrud, 2000). According to three functions of TPB, Perceived control behavior, subjective norms and the attitude toward the behavior, molding directly on the individual's intention.

Ferreira et al, (2012) perceived the psychological approach that focuses on the women quality or characteristic of personality that affect entrepreneurial intentions of women. Models based on the intention / expectation offer pragmatic view of any behavior organized or planned. This allows better identification test and encourage practical and reliable test and opportunities.

Other research focuses on entrepreneurship and personality characteristics of corporate intention and features, these personality traits related to women corporate intention (Kristiansen & Indarti, 2004). Current studies show that the women entrepreneurial intention is to influence women entrepreneurial behavior. And further stated that the behavior indicates the intention and necessary variable to predict the women entrepreneurial behavior (Ajzen, 1991).

Thus, in the literature different attitude towards intentions and more rigorous business will be established when it has been studied in terms of women entrepreneurial intention models (Ajzen, 1991), the planned behavior theory provides a clear theoretical structure, and generalizable extremely strong for understanding and prediction of women entrepreneurial intentions (Krueger et al., 2000). More specifically, if business activities are applied, these models offer the opportunity to better understand and predict women business behavior. According to Ajzen (1991), attitudes determine the intentions of women.

Women Entrepreneurial Behavior

The theory suggests that the intention of the average behavior of the association between the three constructs (subjective norms, attitude towards behavior and perceived behavioral control) and behavior. The empirical researches have found that the theory of planned behavior is a useful framework for understanding the behavior of human and behavior of business female. (Bozionelos & Bennett, 1999).

This conceptual framework of this research based on Ajzen (2002) Planned Behavior theory recommends that the intention of direct antecedent of behavior have to perform some positive behavior of entrepreneurial women.

The suggestion is direct antecedent of the actual business performance of women; And stronger intention of behavior, the most successful businesswomen predict behavior or conduct real women entrepreneurial behavior Kolvereid and Isaksen (2006) states that the best predictor of intentions is women entrepreneurial behavior.

Researches from a number of scholars are compatible with the functions of business attitudes towards behavior, subjective norms and perceived behavioral control in predicting the behavior of businesswomen Pihie and Bagheri, (2011). It is now well accepted that personality is an important predictor of corporate behavior of women "still interested in research of entrepreneurship " (Rauch and Frese 2000).

The TPB proposes that intentions are the most important determinants of women's business conduct next (Ajzen, 2012). As an antecedent conduct intention of women entrepreneurial behavior (Douglas, 2013).

The TPB is a useful theoretical framework to explain human behavior overall objectives of human behavior. The TPB says that behavior is a function of information coming out, which corresponds to their own behavior (Ajzen 1991) beliefs.

The theory has been famous as a result of the success of intention to conduct the business of women specific behavior (Ajzen and Driver, 1992) in various fields such as health, choosing leisure, psychology, sociology and information technology (Cooke and French, 2008). Ajzen (1988) proposes that the immediate antecedent of behavioral intention of the women to start the business.

If women believe that their referents think that the performance takes place, then the standard subjective affect its intention to carry out the specific behavior of the subscription Kolvereid (1996).

In connection with the above, the present study aims to use the theory of planned behavior (TPB) in applying the model, which evaluates the behavior of women entrepreneurs' based on TPB, and offer the important factors that influence this behavior. In relationship with the above, the present study intention to use the theory of planned behavior (TPB) in implementing the model, which evaluates the behavior of women entrepreneurs based on TPB, and suggestions significant factors that's influence this behavior.

Personal Network as a Moderator

Entrepreneurship is conventionally dedicated to the study of entrepreneurs as "a network of people". Personal network is a group of people whom the employer (Aldrich & Zimmer, 1986). Employers after developing a personal network form economic ties to help them to choose the right partner for new business (Vissa, 2010).

Entrepreneurs are seen as a source of support network of relatives who help in the business process in a variety of ways. The network assumes that entrepreneurs rely on abstract network information, resources and support. The nature of the network maintained by employers to determine the

type and amount of support. Certain personal choices will keep relationships with family; friends and coworkers are reflected in the business of personal networks entrepreneurs (Hall and Wellman, 1985). Studies investigating connections business network personal networks from their own perspective. Although personal network also pay attention to businesses as an integrated and dependent players (Aldrich and Zimmer, 1986).

Also noted that individual entrepreneurs are embedded in the social network of contacts and use the network to extract resources and support emotional and social relationship itself is inserted into the wider social context, which means that the links related to wider social structure influences the methods of forming a network and provides the availability of resources for entrepreneurs. Many social factors, such as ethnicity, gender roles and social differences and choices produced generations of personal individual entrepreneurs, family history and other socio-demographic factors influence the formation and use of personal network in a social context. In different social groups / ethnic these factors can change depending on their position in the society. The literature also depict that personal network also play a moderating role in strengthening and improving relations between attitude towards behavior, subjective norms, perceived behavior control and women entrepreneurial intention (Kheng, 2012; Wales, Patel, Parida, & Kreiser, 2013). So, in this study personal network will be used as moderator.

H₃. The personal network moderates the association between attitude towards the behavior and women entrepreneurial intention.

III. THEORETICAL FRAMEWORK

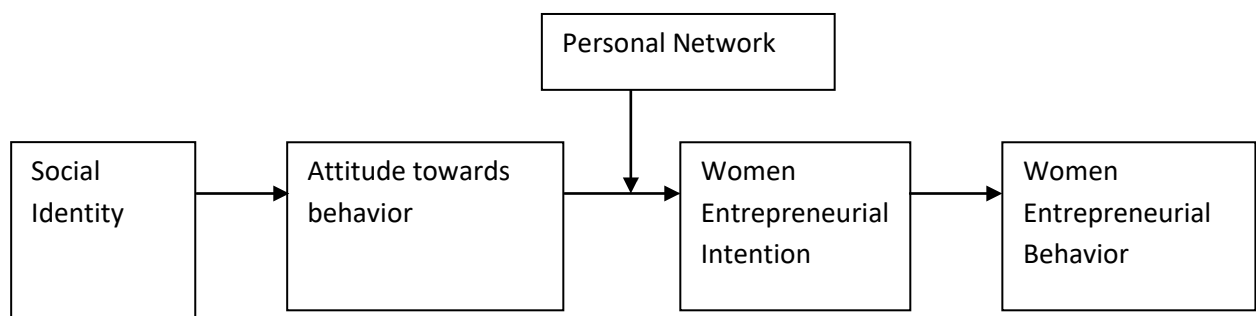


Figure 1

H₁. The construct social identity, influence positively and significantly women entrepreneurial behavior.

H₂. The attitude towards the behavior mediates the association between social identity and women entrepreneurial intention.

H₃. The personal network moderates the association between attitude towards the behavior and women entrepreneurial intention.

IV. RESEARCH METHODOLOGY/APPROACH

The research epistemology is use to achieve the desired objective of present study. The concept /idea of epistemology is concerned with questions of what are the necessary and adequate conditions of knowledge. However (Thorpe & Lowe, 1991) consider it as study of method of knowledge. Normally epistemology is based on four patterns as Positivism, Constructivism, Critical Theory and Realism.

In this study Positivism has used because Comte (1968) emphases on observational factors. Further extends positivism as knowledge, which is required to be measured quantatively. As per (Muijs, 2011) positivism is more appropriate in the discipline and can be use to describe the relationship of cause or effects. It is one-way mirror.

Sample Size and Data Collection

The research population for the current study was university female students those are studying in degree programs in management sciences. This group of female students was chosen because they were suitable to study business intentions since they faced important professional career decisions when completing their studies, where entrepreneurship could be one of them

The sample size of 895 was entered in SPSS for analysis. Current study measured the different construct from previous studies and responses were given on a 5-point scale.

Data were analyzed using SPSS (bootstrap) through descriptive statistics, correlation and hierarchical multiple regression analysis. The relationship between the attitudes to become an entrepreneur and intention and women entrepreneurial behavior business tested using hierarchical multiple regression analysis. The reliability of the measurement of scale tested using Cronbach alpha. Garson (2009) define that the internal consistency reliability criteria are limited 0.60 for exploratory research and Cronbach alpha of at least 0.70 or higher is needed to keep the item at an appropriate scale.

Research Instruments

At general level, current study measured the different construct from previous studies and responses were given on a 5-point scale. These items, the sources from where the items were adopted and their reliabilities are summarized in table 1.

Table 1: Data Collection Questionnaires/Instruments

Construct	Adopted from literature source	No. of items
Social Identity	Cheek, J.m.Briggs, (2013)	10
Attitude towards behavior	Linan& Chen (2009)	4
Women entrepreneurial intention	Linan& Chen (2009)	5
Personal network	Furman &Buhrmester (1985)	4
Women entrepreneurial Behavior	Van Gelderen, &Tornikoski (2013)	7

V. DATA ANALYSES AND RESULTS

This study focuses primarily on the relationship between the social identity as an independent variable and attitude towards behavior as the mediator variable and dependent variable is women entrepreneurial intention. The reliability of the measurement was tested by alpha Cranach is.

Table 2: Instruments Reliability Analysis

No	Variables	Cronbach alpha
1	Social identity	.785
2	Attitude towards behavior	.699
3	Women entrepreneurial intention	.642
4	Personal network	.785
5	Women entrepreneurial behavior	.705

Table 3: Convergent and Discriminate Validity Analysis

S.N	Latent Variable	CR	AVE
1	SI	0.94	0.51
2	ATB	0.75	0.51
3	WEI	0.70	0.51
4	PN	0.71	0.51
5	WEB	0.70	0.51

SI= Social identity, ATB = attitude towards behavior, WEI= women entrepreneurial behavior, PN= personal network, WEB = women entrepreneurial behavior.

Table 3 shows that composite reliability (CR) ranges from 0.7 to 0.9, which is exceeding 0.7, the required range suggested by Fornell and Larcker (1981). However, average variance extracted (AVE) range is 0.51 acceptable at a minimum of 0.5 (Fornell&Larcker, 1981).

Table 4: Factor Analyses

Variable Names	Items	Factor (S)	KMO Test	X ²	Eigen value (EV)	Variation	α
Social Identity	10	1	.73	2478	1.005	59.7%	.785
Attitude towards behavior	4	1	.76	713.8	2.23	55.9%	.699
Women entrepreneurial intention	5	1	.75	720.4	2.28	45.7 %	.642
Personal network	4	1	.77	969.8	2.42	60.5%	.785

Note. $n=895$. KMO: Kaiser-Meyer-Olkin measure of sampling adequacy. ** $p<0.01$; * $p<0.05$

Table 4 depicts, that value of chi-square is statistically significant at 95% confidence level, Eigen value (EV) is above 1.0 and (KMO) measure of sampling adequacy was > 0.60 . This clearly shows that the measures inherent construct validity. The principal component analysis (PCA) was applied for each construct as shown in Table 4. Factor loading of ten items shows KMO (0.73) that falls within the acceptable range, whereas EV is > 1 with 59.7% variance in social identity construct. The KMO value is 0.76 for Attitude towards behaviour (ATB) and is acceptable. For ATB 4 item scale construct the value of EV >1 with a variation of 55.9% in ATB construct. Five items of women entrepreneurial intention (WEI) show KMO value.75 that is an acceptable value. The EV for WEI construct is >1 and explained variation 45.7% in WEI construct. Similarly, the KMO value of 4 items scale of personal network (PN) is.77 and is in an acceptable range. The value of EV for PN construct is again >1 and explained a variation of 60.5% in PN construct.

Table 4 depicts that all constructs values are within acceptable range. The Cronbach's alpha values of all constructs are $>. 6$ which are acceptable (Podsakoff, et al., 2003).

Table 5: Descriptive Statistics

Constructs	N	Minimum	Maximum	Mean	Std. Deviation
SI	895	1.00	5.00	3.6562	.67204
ATB	895	1.00	5.00	3.6318	.78503
WEI	895	1.00	5.00	3.6387	.68847
PN	895	1.00	5.00	3.8045	.83682

Social identity (SI), Attitude towards attitude (ATB), Women entrepreneurial intention (WEI), Personal network (PN),

In the above table 5, descriptive statistics, including means (M) and std.daviation. They are calculating and comparing deviations (SD) of all variables. The comparison shows that the variable is the source connections (PN) the highest mean (M = 3.80, SD = .836) demonstrating that important source for women entrepreneurial intention. To further test the relationship between determinants and women Entrepreneurial Intention, Hierarchical regression analysis was used.

Table 6: Correlations Among Constructs

	1	2	3	4	5
SI	1				
ATB	.310**	1			
WEI	.187**	.201**	1		
WEB	.232**	.244**	.724**	1	
PN	.609**	.135**	.137**	.173**	1

Note: -p< .01*, p< .05**, p< .001***

The correlation coefficients shown in Table 6 show a significant correlation of the variables showed association between the variables. Therefore, these variables are maintained for the regression phases. A hierarchical regression in stages runs all variables: (SI) = Social identity, (ATB) = Attitude towards behavior, (WEI) = women entrepreneurial intention, (PN) = personal network (WEB) = women entrepreneurial behavior. Table 6 shows that the values of the significant correlations are not high enough to justify concern. Correlation analysis confirmed a statistically significant relationship between women entrepreneurial intention and other three variables.

H₁ The construct social identity influence positively and significantly women entrepreneurial Behavior.

Table 7: Regression Analyses Between Social Identity and Women Entrepreneurial Behavior

	Direct and Total Effects			
	β	<i>S.E</i>	<i>t</i>	<i>p</i>
Social Identity (IV)	0.202	0.105	27.9	0.000
Women Entrepreneurial Behavior (DV)	2.9	0.028	7.1	0.000

The regression analysis shows that independent variable social identity has a significant and positive impact on its outcome variable i.e. women entrepreneurial behavior.

H₂.The attitude towards the behavior mediates the construct social identity women entrepreneurial intention.

Table 8: Hierarchical Regression Results for Main Effects and Mediation Analysis

	Direct and Total Effects			
	β	<i>S.E</i>	<i>t</i>	<i>p</i>
Social Identity (IV) and women entrepreneurial intention (DV)	0.1412	0.035	4.0	0.000
Attitude (M) and Women Entrepreneurial Intention (DV)	0.3620	0.372	9.7	0.000
Social Identity (IV) and Attitude (M)	0.1389	0.037	9.7	0.000
Bootstrap Results for Indirect Effect of IV on DV through Mediator				
	<i>Effect</i>	<i>S.E</i>	<i>LLCI</i>	<i>UL CI</i>
Effect	0.0503	0.125	0.027	0.076

Bootstrap sample size = 895. LLCI= lower limit confidence interval; ULCI= upper limit confidence interval

In the Table 8 showed that independent variable (SI) are significant predictors of the dependent variable (WEI). When the outcome was WEI, the regression coefficient is SI ($\beta = 0.1412$) and p-value ($p = 0.000$).

The second step of Hayes Bootstrapping process method clearly depicts that when the outcome variable is ATB, the regression coefficient of SI is ($\beta = .3620$) and a p-value is ($p = .000$) which means, since the p-value of SI is $< .05$, so SI is a powerful predictor of WEI. For research, purpose it is important that independent variable should be a predictor of mediating variable when it is taken as dependent or outcome variable otherwise there is no justification of the selection of the mediating variable. The above equation in table- 8 shows that the independent variable Social identity (SI) has significant impact on mediating variable Attitude towards behavior (ATB) when it was treated as an outcome variable.

The third step the mediation was checked. Looking into results ATB, WEI (M) effect is ($\beta = .1389$) and p-value is ($p = .000$) that endorsed the predicting effect of SI on ATB. The indirect effect of X SI on Y WEI through ATB (M), the beta (β) value (.0503). For check the significance of these β values the bootstrap at the lower level confidence interval LLCI (.0724) and bootstrap at upper level confidence interval ULCI (.2099) values were analyzed. The lower level confidence interval and upper level confidence interval depicts that all values are positive because there is non zero value exists between them. It is essential for mediation that there should not be zero value between ULCI and LLCI. So this predicts that Attitude towards behavior (ATB) has a significant mediation between SI and WEI.

Table 9: Hierarchical Regression Results for Main Effects and Mediated analysis of ATB, WEI and WEB

	Direct and Total Effects			
	β	S.E	t	p
Attitude towards behavior (IV) and women entrepreneurial behavior (DV)	0.0762	0.0174	4.3	0.000
Women entrepreneurial Intention (M) and Women Entrepreneurial Intention (DV)	0.1763	0.0287	6.1	0.000
Attitude towards Intention (IV) and women entrepreneurial intention (M)	0.5961	0.0198	30.5	0.000
Bootstrap Results for Indirect Effect of IV on DV through Mediator				
	Effect	S.E	LLCI	ULCI
Effect	0.1051	0.0203	0.0667	0.1470

Bootstrap sample size = 895. LLCI= lower limit confidence interval; ULCI= upper limit confidence interval

In order to verify the importance of this β value, we analyzed Bootstrap confidence interval at a lower level of LLCI (.0667) and Interval Hyder Bootstrap at upper levels of ULCI (.1470). For mediation, it is essential that there should not non zero value between lower level confidence interval (LLCI) and the higher-level confidence interval (ULCI) . The LLCI and ULCI show all values, including positive values, and there is no zero value between the two; this envisages that there is significant mediation on the business intent of women (WEI) between ATB and WEB.

H₃.The personal network moderates the association between attitude towards the behavior and women entrepreneurial intention.

Table 10: Hierarchical Regression Results for Main Effects and Moderator analysis

Outcome Variable WEI	β	LLCI	ULCI
Step1:			
IV (ATB)	.5217	.2966	.7467
Moderator (PN)	.4401	.2221	.6580
Step 2:			
IV \times Moderator (ATB X PN)	-.0981	-.1578	-.0385

Note. N = 895; * p < .05, ** p < .01, *** p < .001

In Table-10, Hayes bootstrap method to find the level of interactions between Attitude towards behavior (ATB) and personal network (PN) (M), the β -value is ($\beta = -.0981$) and the p-value is ($p = .001$). It shows that the interaction between ATB and PN interaction is significant because the p-value is ($p < .05$) and there is non zero value between LLCI and ULCI and that indicate that there is a significant moderating effect of personal network between attitude towards behavior and women entrepreneurial intention. Statistical analysis and testing measures the differential impact of the independent variable (X) on the dependent variable (Y) based on the moderator (M). Wu & Zumbo, (2008) stated that statistically (M) should not equal to zero than Then a significant moderation of the relationship between X and Y. H3a2. The personal network moderates the association between subjective norms and women entrepreneurial intention.

VI. DISCUSSION OF THE RESULTS

The mediation analyses show that an attitude towards behavior was significant mediators in suggested model. This variable intervened between women social identity and women entrepreneurial intention. The

outcomes provided support for the hypothesis. The results of this study linking with previous research and incorporate the mediating role of attitude towards behavior, (Charitomeni & Dimitra, 2015; Kuen- Hung et al, 2014; Kolvereid & Isaksen, 2006). This research an insight into the meaning of social identity that is long time ignored in women entrepreneurship. The results reflect Mau (2000) stated that these aspirations for Asian like Pakistani women have social pressure or traditional values, which partially justify the trend of businesswomen in Pakistan to obtain identification for them and society.

Dhaliwal (2000) sometime the women socially and economically empowered also feel fears beyond than men (Tambunan, 2009).

This study outcome depict that there are positive relationship between women entrepreneurial intention and social identity. Additionally, the relationship between intention and attitude towards behavior moderated by the personal network. In this study personal network has a strong relationship between attitude towards behavior and entrepreneurial intention and consistent with previous researches (Reese & Aldrich, 1995; Aldrich et al, 1997; Muzaffar et al, 2016) and the present study sustenance their findings.

VII. CONCLUSION

The objective of this research was to investigate the women entrepreneurial intention of Pakistani female students in relation to theory of planned behavior. The study results has confirmed the previous findings reported in literature review that support the usefulness of this theory to analysis of women entrepreneurial intention to start the business and have a impact on women entrepreneurial behavior (Muller, 2011; Angriawan et al, 2012; Otuya et al, 2013; Malebana, 2014). This study argues that social identity of women is configured as to shape the women entrepreneurial intention and their behavior. Further there is need to test empirically the model by using a symbolic sample and finding support for our theoretical prediction to become women entrepreneurial intention that further influence the women entrepreneurial behavior. The more complexed mediation and moderation constructs attitude toward behavior and personal network can be explored that intervene as association between social identity and entrepreneurial intention and entrepreneurial behavior respectively. This means females who want to launch or startup their business required to develop intention first and also consider their network as a resource in entrepreneurial process.

VIII. RESEARCH IMPLICATIONS

Therefore, women with a strong commitment to the family are less likely to interact in market / financial / industrial networks, which may affect the sales growth or even novelties of the enterprise. Therefore, women with understanding of business education will more likely be able to handle business situation. We believe that the women independence is a key quality in promoting female entrepreneurship. In addition, both the direct and indirect role of informal institutional support for women entrepreneurs is important for the success of their businesses. Moreover, women are not different from men for intention to become an entrepreneur. That's why women feel to do such business tasks like men. Education and training have a positive impact on accumulation knowledge needed for women entrepreneurship. Education can influence attitudes and aspirations of young women. Therefore, current research on women entrepreneurial intention can be essential for the government and university policy makers to understand that how to develop and encourage women potential entrepreneurs who are still students. The research ends up discussing some policy implications of our research. Many governments in developing world, have begun a major reform to improve their business environment and work on the World Bank's Doing Business initiative. However, local businesses women continue are still ignored. Therefore, the policymakers should carefully consider the need to include gender issues in their institutional actions and focus on implementation of the policy that aim at satisfying the needs of entrepreneurs, such as business advice, education, access to capital and programs. Such measures can help to enhance women's beliefs about efficacy and promote women's self-identification as an entrepreneur. Moreover, this will help in fostering in entrepreneurial culture among women in Pakistan that will achieve a motive for the empowerment of women is equality and basic decency.

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